

69167

TVSCAN

Stephanie Kincaid - 10/28/12 3:16 PM

Broadcast Order/Confirmation

Cincinnati (B&C) - CNO/11 Nielsen

Buyer Stephanie Kincaid
Client Romney for President, Inc.

Order Number 509

Campaign CINN October 31-NOV 6
Flight Flight 1 10/31/12-11/06/12

Station WKRC
Address

Agency American Rambler Productio
Address

WKRC-CBS

Time Period

Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su	
GD MRN CINN@6 Mo-Tu 6:00a-7:00a	Nov05-Nov06	:30	5	3	2	-	-	-	-	-	↑ 1200 P1 ✓
GD MRN CINN@6 We-Fr 6:00a-7:00a	Oct31-Nov02	:30	7	-	-	3	2	2	-	-	↑ 1200 P1 ✓
CB S This Morning We-Fr 7:00a-9:00a	Oct31-Nov02	:30	6	-	-	2	2	2	-	-	↑ 450 P2 ✓
CB S This Morning Mo-Tu 7:00a-9:00a	Nov05-Nov06	:30	6	3	3	-	-	-	-	-	↑ 450 P2 ✓
DOCTORS Mo-Tu 9:00a-10:00a	Nov05-Nov06	:30	6	3	3	-	-	-	-	-	↑ 350 P2 ✓
DOCTORS We-Fr 9:00a-10:00a	Oct31-Nov02	:30	6	-	-	2	2	2	-	-	↑ 350 P2 ✓
ANDERSONCOOPER Mo-Tu 10:00a-11:00a	Nov05-Nov06	:30	4	2	2	-	-	-	-	-	↑ 350 P2 ✓
ANDERSONCOOPER We-Fr 10:00a-11:00a	Oct31-Nov02	:30	6	-	-	2	2	2	-	-	↑ 350 P2 ✓
LOCAL12 NWS-NN We-Fr 12:00p-12:30p	Oct31-Nov02	:30	3	-	-	1	1	1	-	-	↑ 725 P2 ✓
LOCAL12 NWS-NN Mo-Tu 12:00p-12:30p	Nov05-Nov06	:30	2	1	1	-	-	-	-	-	↑ 725 P2 ✓
LOCAL12 NW-430 We-Fr 4:00p- 5:00p	Oct31-Nov02	:30	6	-	-	2	2	2	-	-	↑ 1600 P1 ✓
LOCAL12 NW-430 Mo-Tu 4:00p- 5:00p	Nov05-Nov06	:30	4	2	2	-	-	-	-	-	↑ 1600 P1 ✓
LOCAL12 NEWS-5 We-Fr 5:00p- 5:30p	Oct31-Nov02	:30	3	-	-	1	1	1	-	-	↑ 1700 P1 ✓
LOCAL12 NEWS-5 Mo-Tu 5:00p- 5:30p	Nov05-Nov06	:30	1	1	-	-	-	-	-	-	↑ 1700 P1 ✓

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TAPSCAN

Broadcast Order/Confirmation

Cincinnati (B&C) - CNO/K1 Nielsen

WKRC-CBS

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su
LOCAL12 NW-530 We-Fr 5:30p-6:00p	\$600	Oct31-Nov02	:30	3	-	-	1	1	1	-	-
LOCAL12 NW-530 Mo-Tu 5:30p-6:00p	\$600	Nov05-Nov06	:30	1	1	-	-	-	-	-	-
LOCAL12 NEWS-6 We-Fr 6:00p-6:30p	\$650	Oct31-Nov02	:30	3	-	-	1	1	1	-	-
LOCAL12 NEWS-6 Mo-Tu 6:00p-6:30p	\$650	Nov05-Nov06	:30	1	1	-	-	-	-	-	-
INSIDE EDITION We-Fr 7:00p-7:30p	\$650	Oct31-Nov02	:30	2	-	-	1	1	-	-	-
INSIDE EDITION Mo-Tu 7:00p-7:30p	\$650	Nov05-Nov06	:30	1	1	-	-	-	-	-	-
ENT TONIGHT 30 Mo-Tu 7:30p-8:00p	\$750	Nov05-Nov06	:30	1	1	-	-	-	-	-	-
ENT TONIGHT 30 We-Fr 7:30p-8:00p	\$750	Oct31-Nov02	:30	2	-	-	1	1	-	-	-
LOCAL12 NWS-11 We-Fr 11:00p-11:30p	\$1,100	Oct31-Nov02	:30	3	-	-	1	1	1	-	-
LOCAL12 NWS-11 Mo-Tu 11:00p-11:30p	\$1,100	Nov05-Nov06	:30	1	1	-	-	-	-	-	-
430a-5a We-Fr 4:30a-5:00a	\$30	Oct31-Nov02	:30	3	-	-	1	1	1	-	-
5-530a m-f We-Fr 5:00a-5:30a	\$250	Oct31-Nov02	:30	3	-	-	1	1	1	-	-
5-530a m-f Mo-Tu 5:00a-5:30a	\$250	Nov05-Nov06	:30	2	1	1	-	-	-	-	-
530a-6a m-f Mo-Tu 5:30a-6:00a	\$250	Nov05-Nov06	:30	2	1	1	-	-	-	-	-
530a-6a m-f We-Fr 5:30a-6:00a	\$250	Oct31-Nov02	:30	3	-	-	1	1	1	-	-
HAWAII 5-0-CBS Mon 10:00p-11:00p	\$7,500	Nov05-Nov06	:30	2	2	-	-	-	-	-	-
CRIMNL MND-CBS Wed 9:00p-10:00p	\$7,500	Oct31-Oct31	:30	2	-	-	2	-	-	-	-
CSI-CBS Wed 10:00p-11:00p	\$6,000	Oct31-Oct31	:30	2	-	-	2	-	-	-	-
Big Bang / 2 1/2 Men Thu 8:00p-8:30p	\$5,500	Nov01-Nov01	:30	2	-	-	-	2	-	-	-
person of interest Thu 9:00p-10:00p	\$6,000	Nov01-Nov01	:30	2	-	-	-	2	-	-	-

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TAPSCAN
Cincinnati, OH

Broadcast Order/Confirmation

Stephanie Kincaid - 10/28/12 3:16 PM

Cincinnati (B&C) - CNO/11 Nielsen

WKRC-CBS		Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su
Time Period												
CSINY												
Fri 8:00p-9:00p		\$5,000	Nov02-Nov02	:30	2	-	-	-	-	2	-	-
BLUE BLOOD-CBS												
Fri 10:00p-11:00p		\$3,500	Nov02-Nov02	:30	2	-	-	-	-	2	-	-
LOCAL12NW-SA 6												
Sat 6:00a-7:00a		\$250	Nov03-Nov03	:30	1	-	-	-	-	-	1	-
LOCAL12NW-SA 7												
Sat 7:00a-8:00a		\$250	Nov03-Nov03	:30	2	-	-	-	-	-	2	-
SATER SRW-CBS												
Sat 8:00a-10:00a		\$425	Nov03-Nov03	:30	4	-	-	-	-	-	4	-
COLLEGE FOOTBALL												
Sat 12:30p-3:30p		\$2,000	Nov03-Nov03	:30	2	-	-	-	-	-	2	-
COLLEGE FOOTBALL												
Sat 3:30p-7:00p		\$3,000	Nov03-Nov03	:30	4	-	-	-	-	-	4	-
ENT TONIGHT 60												
Sat 7:00p-8:00p		\$750	Nov03-Nov03	:30	2	-	-	-	-	-	2	-
college football												
Sat 8:00p-11:00p		\$8,000	Nov03-Nov03	:30	3	-	-	-	-	-	3	-
LOCAL12 NWS-11												
Sat 11:00p-11:30p		\$2,500	Nov03-Nov03	:30	1	-	-	-	-	-	1	-
SUNDAY MRN-CBS												
Sun 9:00a-10:30a		\$900	Nov04-Nov04	:30	3	-	-	-	-	-	-	3
FACE NATN-CBS												
Sun 10:30a-11:00a		\$650	Nov04-Nov04	:30	1	-	-	-	-	-	-	1
Bengals weekly												
Sun 11:30a-12:00p		\$1,100	Nov04-Nov04	:30	1	-	-	-	-	-	-	1
NFL pregame												
Sun 12:00p-1:00p		\$3,500	Nov04-Nov04	:30	2	-	-	-	-	-	-	2
Bengals v Broncos												
Sun 1:00p-4:00p		\$30,000	Nov04-Nov04	:30	3	-	-	-	-	-	-	3
Pitts / NYG												
Sun 4:00p-7:00p		\$7,500	Nov04-Nov04	:30	3	-	-	-	-	-	-	3
60 MINUTES-CBS												
Sun 7:00p-8:00p		\$5,000	Nov04-Nov04	:30	2	-	-	-	-	-	-	2
Amazing Race												
Sun 8:00p-9:00p		\$5,500	Nov04-Nov04	:30	2	-	-	-	-	-	-	2
The Good Wife												
Sun 9:00p-10:00p		\$5,500	Nov04-Nov04	:30	2	-	-	-	-	-	-	2
The Mentalist												
Sun 10:00p-11:00p		\$7,500	Nov04-Nov04	:30	2	-	-	-	-	-	-	2

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TAPSCAN

TVSCAN

Stephanie Kincaid - 10/28/12 3:16 PM

Broadcast Order/Confirmation

Cincinnati (B&C) - CNO/11 Nielsen

WKRC-CBS										
Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa Su
LOCAL12 NWS-11	5000									
Sun 11:00p-11:30p	\$2,500	Nov04-Nov04	:30	2	--	--	--	--	--	2 P1 ✓
WKRC Totals	\$337,670			(152)						
Monthly	Nov 2012									
Gross Cost	\$337,670.00									

\$500,615
11/2-5/12
OK
JMS
10/30/12

Reach and Frequency projections are computed using the Beta-Elphomul Extension Formula.
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TAPSCAN
51 New York Ave.

ORDER

Orders	Order / Rev:	69167
	Alt Order #:	
	Product Desc:	
	Estimate:	
	Flight Dates:	10/31/12 - 11/06/12
	Original Date / Rev:	10/30/12 / 10/30/12
	Order Type:	GENERAL

Agency	Name:	American Rambler Pro
	Buying Contact:	
	Billing Contact:	
		138 Conant St.
		Beverly, MA 01915

Advertiser	Romney/R/President
Name:	HH
Demographic:	Presidential Elections
Product Codes:	P-3
Priority:	AGY, POL-CAND, GEN
Revenue Codes:	

Bill Plan				
Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	152	\$500 615.00	\$425 522.75

Account Executives			
Account Executive	Sales Office	Sales Region	Start Date / End
Millennium Washington DC			
			Start Of Order -

Order Share	Share	Total
Local 12 WKRC-TV	35%	\$500,615.00
Market	100%	\$1,430,328.57

Competitive Share	Share	Total
EKRC	0%	\$0.00
UNKWN	65%	\$929,713.57
WCPO	0%	\$0.00
WLWT	0%	\$0.00
WSTR	0%	\$0.00
WXIX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKRC	11/05/12	11/06/12	6a Good Morn Cincinnati 6a Good Morn Cincinnati	CM	6a-7a	MT-----	:30	5	\$1,200.00	P-1	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 11/05/12	11/11/12	MT-----	5	\$1,200.00	0.00								
N 2	WKRC	10/31/12	11/02/12	6a Good Morn Cincinnati 6a Good Morn Cincinnati	CM	6a-7a	--WTF--	:30	7	\$1,200.00	P-1	0.00	NM	7	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	--WTF--	7	\$1,200.00	0.00								
N 3	WKRC	10/31/12	11/02/12	CBS This Morning CBS This Morning News	CM	7a-9a	--WTF--	:30	6	\$450.00	P-2	0.00	NM	6	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	--WTF--	6	\$450.00	0.00								

Order / Rev: 69167

Advertiser: Romney/R/President

Alt Order #:

Product Desc:

Local 12 WKRC-TV

Flight Dates: 10/31/12 - 11/06/12

Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WKRC	11/05/12	11/06/12	CBS This Morning	CM	7a-9a	MT-----	:30	6	\$450.00	P-2	0.00	NM	6	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week: 11/05/12	11/11/12	MT-----		6	\$450.00	0.00								
N 5	WKRC	11/05/12	11/06/12	M-F 9a-10a	CM	9a-10a	MT-----	:30	6	\$350.00	P-2	0.00	NM	6	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week: 11/05/12	11/11/12	MT-----		6	\$350.00	0.00								
N 6	WKRC	10/31/12	11/02/12	M-F 9a-10a	CM	9a-10a	--WTF--	:30	6	\$350.00	P-2	0.00	NM	6	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week: 10/29/12	11/04/12	--WTF--		6	\$350.00	0.00								
N 7	WKRC	11/05/12	11/06/12	M-F 10a-11a	CM	10a-11a	MT-----	:30	4	\$350.00	P-2	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week: 11/05/12	11/11/12	MT-----		4	\$350.00	0.00								
N 8	WKRC	10/31/12	11/02/12	M-F 10a-11a	CM	10a-11a	--WTF--	:30	6	\$350.00	P-2	0.00	NM	6	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week: 10/29/12	11/04/12	--WTF--		6	\$350.00	0.00								
N 9	WKRC	10/31/12	11/02/12	Local 12 News at Noon	CM	12p-1230p	--WTF--	:30	3	\$725.00	P-2	0.00	NM	3	\$2,175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week: 10/29/12	11/04/12	--WTF--		3	\$725.00	0.00								
N 10	WKRC	11/05/12	11/06/12	Local 12 News at Noon	CM	12p-1230p	MT-----	:30	2	\$725.00	P-2	0.00	NM	2	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week: 11/05/12	11/11/12	MT-----		2	\$725.00	0.00								
N 11	WKRC	10/31/12	11/02/12	4p Local 12 News at Four	CM	4p-5p	--WTF--	:30	6	\$1,600.00	P-1	0.00	NM	6	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week: 10/29/12	11/04/12	--WTF--		6	\$1,600.00	0.00								
N 12	WKRC	11/05/12	11/06/12	4p Local 12 News at Four	CM	4p-5p	MT-----	:30	4	\$1,600.00	P-1	0.00	NM	4	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week: 11/05/12	11/11/12	MT-----		4	\$1,600.00	0.00								
N 13	WKRC	10/31/12	11/02/12	5p Local 12 News at Five	CM	5:00 PM-5:30 PM	--WTF--	:30	3	\$1,700.00	P-1	0.00	NM	3	\$5,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week: 10/29/12	11/04/12	--WTF--		3	\$1,700.00	0.00								
N 14	WKRC	11/05/12	11/06/12	5p Local 12 News at Five	CM	5:00 PM-5:30 PM	MT-----	:30	1	\$1,700.00	P-1	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week: 11/05/12	11/11/12	MT-----		1	\$1,700.00	0.00								
N 15	WKRC	10/31/12	11/02/12	5p Local 12 News at Five	CM	5:30 PM-6:00 PM	--WTF--	:30	3	\$1,800.00	P-1	0.00	NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week: 10/29/12	11/04/12	--WTF--		3	\$1,800.00	0.00								
N 16	WKRC	11/05/12	11/06/12	5p Local 12 News at Five	CM	5:30 PM-6:00 PM	MT-----	:30	1	\$1,800.00	P-1	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week: 11/05/12	11/11/12	MT-----		1	\$1,800.00	0.00								
N 17	WKRC	10/31/12	11/02/12	6p Local 12 News at Six	CM	6p-630p	--WTF--	:30	3	\$3,000.00	P-1	0.00	NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
	Week: 10/29/12	11/04/12	--WTF--		3	\$3,000.00	0.00								
N 18	WKRC	11/05/12	11/06/12	6p Local 12 News at Six	CM	6p-630p	MT-----	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								

